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(54) **A METHOD OF PROFITING BY INVENTING**

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(57) **ABSTRACT**

A method of doing business includes: ascertaining an invention record; identifying an inventor; estimating a cost to breaking the invention record; indicating to a sponsor that the inventor intends to invent sufficiently many inventions to break the invention record; providing evidence to the sponsor that the inventor is capable of inventing sufficiently many inventions to break the invention record; and inciting the sponsor to pay for at least a portion of the cost at least in part by offering to the sponsor at least one of: at least a portion of royalty rights relating to the inventions; and at least a portion of media rights relating to the inventor.